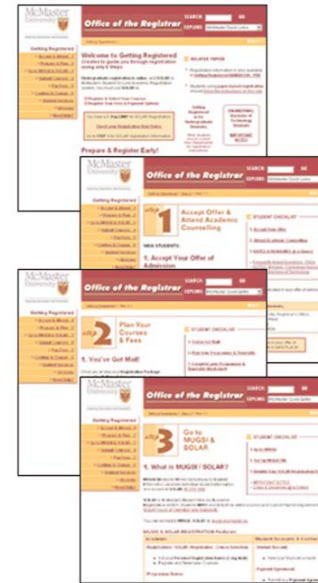




# case studies ■ ■ ■

## MCMaster UNIVERSITY OFFICE OF THE REGISTRAR



### CLIENT OBJECTIVE

McMaster University, one of the largest universities in Canada, was developing an online registration application for its undergraduate students. Faced with time constraints, McMaster contacted our team to create a communications strategy and a plan to inform students of the new registration process. McMaster required an information web site and a printable registration handbook.

